

# 102-1 Preliminary Syllabus, Da-Yeh Univ

| Information       |                          |                       |                |
|-------------------|--------------------------|-----------------------|----------------|
| Title             | 運動財務管理                   | Serial No. / ID       | 2495 / BSM2035 |
| Dept.             | 運動事業管理學系                 | School System / Class | 大學日間部2年1班      |
| Lecturer          |                          | Full or Part-time     | 專任             |
| Required / Credit | Required / 3             | Graduate Class        | No             |
| Time / Place      | (四)3 / B501 (五)56 / B501 | Language              | Chinese        |

| Introduction  |  |
|---|--|
| The course focuses on founds of sport enterprise business planning, decision making, assessment, monitoring and feedback. And involve sporting career (but not limited to) fund raising, management and use of other matters. |  |

| Outline   |  |
|---|--|
| difinition of sport enterprise<br>Capital management<br>Operating income and expenses<br>Financing Activities<br>Cash Management<br>The cost of capital |  |

| Prerequisite |  |
|--------------|--|
| none         |  |